

## MEMORANDUM

October 31, 2008

TO: Pradeep Ganguly, Director, Department of Economic Development

FROM: Chris Cihlar, CountyStat Manager

SUBJECT: Department Economic Development Performance Plan

**The following items were identified for follow up during the October 31, 2008 CountyStat meeting:**

1. Finalize performance plan by completing the following items:
  - a. Incorporate all suggested changes listed below – items 2 thru 7.
  - b. Following the standard “Performance Plans” format, for each of the headline performance measures, list contributing and restricting factors, proposed strategies to improve performance, etc..
  - c. Link each headline performance measure to a high-level community indicator to demonstrate DED performance relative to overall County performance

Responsible party: Department of Economic Development (DED)  
Other parties involved: CountyStat  
Deadline: December 12, 2008
2. Ensure that all headline performance measures align with “Four Pillars” framework established in the DED strategic plan.

Responsible party: DED  
Other parties involved: CountyStat  
Deadline: December 12, 2008
3. Change headline performance measure four to a new measure that captures customer satisfaction through use of a survey.

Responsible party: DED  
Other parties involved: CountyStat  
Deadline: December 12, 2008
4. Revisit headline performance measure two, in order to determine if cost per dollar for job creation is accurate. Update results and projections accordingly.

Responsible party: DED  
Other parties involved: CountyStat  
Deadline: December 12, 2008
5. Modify headline performance measure five, to include percentage of total prospects successfully closed as well as total number of prospects successfully closed. Responsible party: DED  
Other parties involved: CountyStat  
Deadline: December 12, 2008

6. Modify headline performance measure one, to include occupancy rates, by jurisdiction, as it relates to capacity in incubator..  
Responsible party: DED  
Other parties involved: CountyStat  
Deadline: December 12, 2008
7. Perform further analysis of incubator “graduates” in order to determine if measuring commercial office space occupied within the County is the appropriate determinant of incubator success as measured in incubator headline measure 3.  
Responsible party: DED  
Other parties involved: CountyStat  
Deadline: December 12, 2008
8. Work with CountyStat to develop a framework for better marketing the County, which includes a clear message and strategy for message delivery.  
Responsible party: DED  
Other parties involved: CountyStat  
Deadline: December 12, 2008

cc: Timothy Firestine, Chief Administrative Officer  
Fariba Kassiri, Assistant Chief Administrative Officer